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<https://www.facebook.com/ppgba/>

NILMTDS - Needs You!

Now I Lay Me Down to Sleep (NILMDTS) offers the gift of healing, hope and honor to parents experiencing the death of a baby through the overwhelming power of remembrance portraits. Professional-level photographers volunteer their time to conduct an intimate portrait session, capturing the only moments parents spend with their babies. Parents are gifted with delicately re-touched heirloom black and white portraits free of charge.



NILMDTS recruits, trains, and mobilizes professional quality photographers around the world. Photographers will find fulfillment by lending their talent to a parent suffering the loss of a baby. This service turns a hidden pain

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About the Bulletin

Editor/Advertising contact: Julie Olson [julie {at} ppgba.org](mailto:julie@ppgba.org)

The Bulletin is published by the Professional Photographers of the Greater Bay Area, Inc., (PPGBA), a 501(c)(6) non-profit trade association. PPGBA is a local affiliate of the Professional Photographers of America. Articles/comments are welcomed; publication is subject to approval.

The editor reserves the right to edit submissions for brevity and/or clarity of content. Articles are the opinion of the author and do not represent the position of PPGBA. No responsibility is assumed for unsolicited contributions and submissions may or may not be acknowledged. Deadline is the 20th of the month.



Views from May's evening lecture

photos by Zee Bezabeh



Now I Lay Me Down to Sleep, cont'd

into a beautiful portrait; one that brings healing to a family, awareness to a community, and a sense of honor to the volunteer.

In addition to volunteer photographers, NILMDTS has a need for other volunteer roles, including Digital Retouch Artists (DRA). DRAs volunteer their time and talent to gently retouch images received by medical professionals and/or directly from the family.

Since 2005, NILMDTS has gifted more than 40,000 complementary portrait sessions. With approximately 1,500 active photographers, NILMDTS reaches every state in the United States and has been present in 40 countries worldwide. We currently accept applications from the United States of America, Canada, Ireland, United Kingdom, Germany, Switzerland, South Africa, Singapore, Australia, and New Zealand.



For more information on volunteering visit, <https://www.nowilaymedowntosleep.org/volunteer/>

How to Access PPGBA Services

Telephone inquiries, and event registration/dues payments via credit card: President Paolo Salcido 650.444.7711

Email general questions: Paolo Salcido **president {at} ppgba.org**

Email membership questions and status, advertising, newsletter:

Julie Olson **julie {at} ppgba.org**

Mailing address for dues and advertising payments:

PO Box 5583 San Mateo, CA 94402



Candidate Fact Sheet

The Certified Professional Photographer designation acknowledges and validates a consistent standard by which professional photographers can achieve and maintain a recognizable mark of excellence.

What Is Certification?

The certification of specialized skill-sets affirms a knowledge and experience base for practitioners in a particular field, their employers and the public at large. Certification represents a declaration of a particular individual's professional competence.

Why become a Certified Professional Photographer?

Certification helps show your potential clients the value in hiring a qualified professional. Consumers might not know much about professional photography, but they understand that certification means professional-quality goods and services. Anyone can buy a camera and take some pictures, but a Certified Professional Photographer (CPP) designation shows clients that you are a true professional.

Clients in every industry seek out credentialed professionals, as the public recognizes certification as a sign that one is an authority in the field. The CPP designation offers potential clients an assurance, not just of quality, but of technical skill and artistic expertise.

It can sometimes be difficult for a consumer to know which photographer to choose and being a CPP is something that sets me apart from the hundreds of other 'photographers' in our area. The way that I look at it is if I were going to get my hair cut by a new hairdresser for the first time, I am going to look for someone who has been to beauty school and who has the license to prove it, not just some random person who says, 'Oh I've been cutting hair for years. Who needs a beautician license?' Combined, my partner and I have been full-time professional photographers almost 30 years AND we have a studio that sets us far apart from most of our competition. We still felt that getting our CPP was the way to differentiate ourselves even more."

– Tracy McGee, CPP

The CPP Advantage

1 Advertising Edge

Trust is key in any relationship. Potential clients want a photographer they can count on, and certification gives them that extra level of confidence. With countless photographers advertising in the same markets, it's not always easy to get them through your studio doors. Your CPP designation will help you stand out from the crowd.

2 Pricing Justification

The digital era has made it much easier for inexperienced photographers to throw their hat into the ring, undercutting professionals with rock-bottom prices. The Certification designation helps consumers understand and appreciate your level of experience and talent.

3 Peer-Validation

You can't just declare yourself certified. Certification is granted by PPA. That speaks volumes to potential clients about your skill. When potential clients become aware that CPPs must recertify every three years, they understand that education, training and the latest industry techniques and skills are important to you and your images.

4 Confidence Boost

Perhaps most importantly, you'll gain a massive confidence boost in yourself as a photographer and businessperson. This will carry over to your clients as well!



PPGBA Member \$300 Scholarships!

The PPGBA Board of Directors voted to approve some member scholarships for 2019! Because we have not delivered frequent programming over the past year or so, and we have a healthy reserve, this is a special member benefit during 2019.

Maybe you need a little boost to kick-start your business in a new direction? The scholarship funds can be used towards a national, state, or local photographic educational event including conventions, workshops, West Coast School, etc. Scholarship may be used for live programming, or even online learning. These scholarships are for the purpose of furthering the photographic education of our members and elevate the success of our industry.

RULES

- You must be a current paid up member as of April 1 2019 (no, this is NOT April Fools!)
- You must be a current paid up member at the time of your scholarship application.
- Scholarship amount may be up to but not exceeding \$300 and CAN include support towards actual travel costs IF the workshop registration price cost less than \$300.
- The activity must take place between April 1 and November 1. If applying for a scholarship towards an online learning subscription (maximum length one year), you must apply no sooner than 90 days after the start of the subscription.
- Your request for scholarship must be submitted no later than December 31, 2019
- Receipts are required to document the registration price and any travel funds requested.
- If there were no travel costs, then only the actual registration price (up to \$300) will be provided as the scholarship.
- Attendance at the educational program should be documented by travel/lodging receipts, restaurant or parking receipt, or certificate of completion, etc. (PPGBA is not offering scholarships for events that were paid for but not attended.)

How to apply:

Send an email to julie@ppgba.org with SCHOLARSHIP in the subject line.

- List the educational program, place/date, copy of promotional material, website link if available.
- Documentation of payment and attendance
- Amount requested
- Other documentation info may be requested by PPGBA

PPGBA will respond to your request within 30 days.

Highlights from WPPI

photos courtesy Zee Bezabeh



SMALL CLAIMS DOLLARS AND SENSE

This is Bill
the photographer.



Bill earns an average of **\$34,000**
Annually

And he works

50

hours a week!



In the U.S., there are approximately
300,00 photographers like Bill.

70% have suffered from
copyright infringement.

*e.g. photos showing up on a coffee mug,
phone case, or website without Bill's consent.*

Most photographers estimate the value
of infringements at **\$3,000** or less, which

- Represents more than a month's pay for them
- Has a large negative impact on their ability to stay in business



**Ask Congress to Support
a Small-Claims Process
for Copyright!**

PPA News

How IPC Can Help Your Photography

Past entrants remark that entering images in PPA's International Photographic Competition (IPC) is one of the best ways to improve as a photographer. During the IPC, jurors give competitors the opportunity to receive advice that will improve their future output and could land their work in PPA's Loan Collection, and be honored at Imaging USA 2020 in Nashville! Registration for 2019 opens June 14, 2019.

If you choose to have your images critiqued, you'll receive a recording of a judge going through each image you've entered in the competition, explaining how it stacks up against the 12 elements of a winning image, and what you could have done to improve if you fell a little short. So, don't be shy! Enter your images to be critiqued. Recorded critiques are a fantastic way to learn, specifically, how you can take your photography to the next level and grow as an artist. Ordering a critique will help you:

- Understand what the judges expect from competitors.
- Get an idea about the current state of your photography
- Improve your work with advice straight from top photographers in the industry.

Early registration begins June 14, 2019 and ends July 18, 2019 by 5 pm ET. Entries after July 18 at 5 pm ET will be accepted with a late fee through August 1. Please note that no entries will be accepted after August 1, 2019 by 5 pm ET.

Check out the rules including information about the new Wedding Photography category!

Don't forget to enter your images early to beat the crowd and save some money!

Visit: <https://www.ppa.com/events/photo-competitions/ipc-international-photographic-competition-overview/ipc-rules>

Industry News

Chimera Lighting Introduces F3 Series

The Chimera F3 powered by LiteGear is the next evolution of overhead light banks. Using LiteGear's proven technology, the F3 provides reliable, flicker free dimming, CCT from 2600 to 6000K combined with light weight and quick, easy setups. The F3 is easily adjustable to match or contrast with all lighting environments including, HMI, tungsten, LED, and strobes. The F3 can be easily hung in a variety of ways, or can be stand-mounted due to its light weight.



The new portable F3 lightbank can be used in the studio or on location

- Easy to build, strong aluminum frame
- Can be quickly assembled - saving time and money
- No tools required for assembly
- 5x5 Kit fits in one 15" x 60" duffel for ease of portability
- Stand alone or DMX control of intensity and CCT
- 500/1000W of field proven LiteGear LED engines
- CRI and TLCI > 95

Related Associations in the Bay Area

Looking for more educational and networking opportunities?

San Francisco ASMP - www.asmpnorcal.org

San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - www.ppsv.org

Hot Links

Please favor our corporate members with your business. They have shown their support for PPGBA! PPGBA does not recommend or warranty the products/services of any advertiser, vendor, supplier, or manufacturer.

Insurance

Howard Burkholz - Allstate
Photographers Insurance Specialist
801/451-8880
www.nationalphotographersinsurance.com

Workshops & Seminars

Golden Gate School of
Professional Photography
650/444-7711
www.goldengateschool.org

Photo Labs

Bay Photo Lab
800/435-6686
www.bayphoto.com

Bulletin Unclassified Ads!

To Place an Unclassified Ad

Text ads are \$20 for up to 40 words for members, \$30 for up to 40 words for non-members. Each additional 40 words for \$10. Contact: **julie {at} ppgba.org**

PPGBA Key Contacts

PPGBA Officers and Board

President: Paul Salcido
president {at} ppgba.org 650.444.7711
Vice President: (open)
Treasurer: Alex Tsang
Secretary: Nano Visser, CPP
Directors: Zee Bezabeh, M.Photog.Cr.,
Steve DeVaughn, Cr. Photog.
Past President: Joe Valenzuela

Committees

Programs/Workshops:
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Administration/Dues/Membership
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